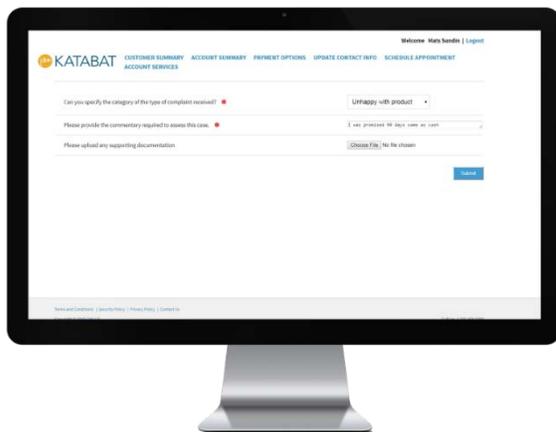


## Reimagining Marketing Automation, and Making it Happen

Imagine any possible marketing workflow automation to drive your customer relationships and operational efficiency, and make it a reality with Katabat™ Marketing Automation. When you set standards with defined marketing processes in this solution, it's easy to execute and go to market with confidence.

### You Hold the Power

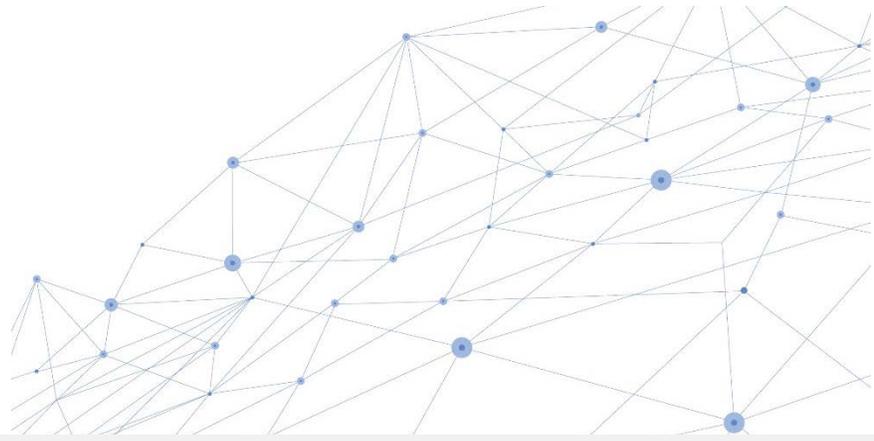
Part of the process-driven Katabat™ Liberate essential workflows solution, Katabat Marketing Automation standardizes and strengthens your marketing processes, from creation to execution. Reimagine your approach to marketing automation, all in one solution that provides the auditability that organizations require.



You hold the power to design workflows for unlimited marketing possibilities. Get internal stakeholder approval on created marketing content before it is used in marketing campaigns. Trigger customer communications at specific milestone events, such as new customer onboarding, anniversary date emails, etc. Gather data through workflows to measure customer satisfaction or help upsell a product. It can all happen in our flexible solution.

### The Highlights If you're in a hurry

- Reimagine and deliver marketing workflow automation, your way
- Define forms, surveys, and communications to elicit customer response
- Streamline operations and approvals with a documented audit history



## Reimagining Marketing Automation, and Making It Happen

### Marketing, Operationalized

Get the stability of operationalized marketing. How does it work? Create workflows to define tailored forms and surveys that you can leverage in your customer self-service portal or agent portal. Use the data gathered from your customers to present marketing offers, conduct surveys, or send marketing communications. With built-in intelligence and robust decisioning, you can react to customer inputs in real time and refine for immediate impact.

### Trust it to Us

In addition to the flexibility that custom marketing workflow automation delivers, consistent marketing workflows streamline your marketing execution, boost revenue, and increase loyalty. Continuity across agent and customer self-service interactions drives an improved customer experience.

And with a full audit trail, you have clear documentation in every step. You'll achieve consistent, compliant connections as you deliver on your programs and objectives—your way.

### Key Benefits



Standardized, streamlined marketing workflows unique to your business' needs



Automated processes that trigger specific actions



Easily configurable strategies, workflows, and communications without IT involvement



Better engagement and agile response to customer needs



Personalized experiences via mobile-responsive, self-service customer portal